

The Effect of Service Quality on Customer Satisfaction at Saripul Motorcycle Workshop, Lesung Batu Village, Pagar Gunung District, Lahat Regency

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Abstrak

Dalam penelitian ini, kami ingin mempelajari bagaimana kualitas pelayanan mempengaruhi kepuasan konsumen terhadap perahu motor Saripul di Lesung Batu Kec. Pagar Gunung Kab. Lahat, dan faktor-faktor apa saja yang dapat mempengaruhi kepuasan konsumen terhadap perahu motor Saripul. Metodologi penelitian ini meliputi angket, metode observasional, dokumentasi, survei, dan kajian partisipasi menggunakan skala likert. Sebanyak 82 konsumen disurvei menggunakan proportional stratified random sampling sebagai teknik pengambilan sampel. Penelitian ini menggunakan pendekatan kuantitatif, yaitu menggunakan uji reliabilitas dan validitas instrumen, uji asumsi klasik seperti heteroskedastisitas dan normalitas, uji hipotesis seperti parsial (uji-t), F, determinasi (R²), regresi linier, dan teknik korelasi. Hasil penelitian menunjukkan bahwa: pada model regresi gabungan $Y = 1,192 + 0,754X$, terdapat hubungan positif dan signifikan antara kualitas pelayanan dengan kepuasan konsumen terhadap perahu motor Saripul dari Lesung Batu Kec. Pagar Gunung Kab. Lahat. Kita tahu bahwa kualitas layanan mempengaruhi kepuasan pelanggan karena nilai F yang dihitung sebesar 1503.942 > nilai F yang diajukan sebesar 3,96 atau nilai P sebesar 0,00 < 0,05. Sebaliknya, hasil uji-t kualitas produk 38.781 > ttabel = 1.664 menunjukkan bahwa variabel kualitas pelayanan berpengaruh positif terhadap variabel dependen, kepuasan konsumen.

Kata Kunci: Kualitas Pelayanan; Kepuasan Konsumen.

Abstract

In this study, we want to learn how service quality affects consumer satisfaction with Saripul motor boats in the Lesung Batu, Pagar Gunung District, Lahat Regency, and what factors could influence consumer satisfaction with Saripul motor boats. This research methodology includes questionnaires, observational methods, documentation, surveys, and studies of participation using likert scales. A total of 82 consumers were surveyed using proportional stratified random sampling as the sampling technique. This study used a quantitative approach, which is to say, it used instrument reliability and validity tests, classical assumption tests like heteroskedasticity and normalcy, hypothesis tests like partial (uji-t), F, determination (R²), linear regression, and a correlation technique. The research results show that: in the combined regression model $Y = 1,192 + 0.754X$, there is a positive and significant relationship between service quality and consumer satisfaction with the Saripul motor boat from Lesung Batu Village, Pagar Gunung District, Lahat Regency. We know that the service quality influences customer satisfaction since the calculated F-value of 1503,942 > the tabled F-value of 3.96 or a P-value of 0,00 < 0.05. In contrast, the t-test result of product quality 38,781 > ttable = 1,664 indicates that the service quality variable has a positive effect on the dependent variable, consumer satisfaction.

Keyword: Quality Of Service; Customer Satisfaction.

1. Introduction

Globalization has a significant impact on the development of the business world. The market is becoming more expansive, and opportunities are everywhere, but competition is fiercer and challenging to predict (Wahida *et al.*, 2023). On the contrary, this condition requires companies to create competitive advantages in their business to compete sustainably. Since motorbikes are the most popular and widely used mode of land transportation in the community, there is a lot of rivalry in the automotive industry for these items (Alim & Rusindiyanto, 2023). Being the best is no picnic. On top of the obvious challenge of providing the highest quality, there are a lot of variables influencing consumer behavior patterns that are difficult to predict, particularly in a country like Indonesia, where the several islands contribute to a wide range of individual preferences (Fitriani & Barusman, 2022; Langkai *et al.*, 2022). These shifts are marked by a maturing social consciousness, new technologies, and ways of living that are inextricably bound up with the globalization of capital, and which we are indirectly compelled to adapt to in our day-to-day lives. The Saripul workshop in Lesung Batu Village, Pagar Gunung District, is the workshop of many customers who come to this workshop who are dissatisfied with the services provided in carrying out the Saripul motorcycle workshop because it is considered the Saripul motorcycle workshop is not comparable to the quality of service offered. Quality service is a customer likened to a king who must be served, but in this case, it does not mean stating everything to the customer. Efforts to satisfy customer needs where neither party feels disadvantaged (Sukmawati, 2023). Motorcycle repair shop services are one of the services provided by workshop services to their vehicle owners. This service covers aspects such as problem agnosis, repair of damaged components, routine maintenance, replacement of spare parts, and providing advice and recommendations to motorcycle owners (Wilshen, 2023).

Motorcycle repair shop service should include good customer service, and this involves a friendly and kind attitude from mechanics and motorcycle repair shop staff. They must respond quickly to questions and complaints from the owner, provide with and understand the needs of customer preferences/tastes in carrying out essential services, and maintain a clean and tidy environment. This will give a sense of professionalism to customers (Wijaya, 2023). Motor repair shops can ensure the satisfaction of motorcycle owners and maintain their hassle as a reliable repair service provider. Service quality results are used as a reference to achieve service excellence because service quality is one of the main factors that affect the quality of products and services for customers (Purba *et al.*, 2022).

To achieve service and service satisfaction, it must be by what consumers who use these services or products desire. The development of workshops today has expanded to the attention of workshop service users, which has caused workshop competition to become tighter because many workshops prioritize service quality. Until now, many new workshops have sprung up and developed, causing competition between workshops to become tighter (Wijaya, 2022). Doing critical services also maintains a clean and tidy environment, providing a sense of professionalism to customers. Motor repair shops can ensure the satisfaction of motorcycle owners and maintain their hassle as a reliable repair service provider. Service quality results are used as a reference to achieve service excellence because service quality is one of the main factors affecting the quality of products and services for customers (Yunita *et al.*, 2022). Reliability refers to a service's capacity to deliver on its promises; responsiveness, to respond quickly and efficiently to service requests; assurance, to guarantee the quality of a service; empathy, to understand and meet the needs of users or customers; and tangibles, to the outward appearance of a service (Suhartini, 2023). There are several service characteristics that contribute to high service quality. One of them is the following: 1) Service punctuality, which includes waiting time during transactions and payment operations; 2) Accuracy in service, namely reducing the occurrence of mistakes in service and transaction; 3) Being kind and welcoming while serving customers; 4) Ease of obtaining services, including the availability of staff to assist customers and ancillary facilities like computers to check product availability; and 5) Convenience for customers, including factors like location, parking lot, waiting room comfort, cleanliness, information availability,

and so on (Sholeh *et al.*, 2021). One of the primary instruments used by the market to position itself is product quality. The performance of goods or services is directly impacted by the quality of the services provided. Quality therefore has a tight relationship with consumer value. Put otherwise, the degree to which a product can satisfy the needs or desires of the customer is the measure of its quality. Furthermore, products might be characterised as consumer views that producers convey through the outcomes of their production (Palma *et al.*, 2023). For consumers, the results of a product can determine whether or not they are satisfied after making an order transaction at a particular stall. But suppose the results of the order obtained are of poor quality, for example, untidy invitations, inappropriate writing sizes, and original goods. In this case, this will make us think about making the order transaction again, and we will likely move to try to use other services. A service is a performance that someone can provide for someone else. This performance could be an intangible deed that gives someone ownership of any kind of product. The primary idea is that a service is an act performed by a vendor for their buyer or client in order to satisfy their needs and wants (Linardi *et al.*, 2022).

From the observations of researchers conducted in the field, researchers found several existing problems such as lack of quality of goods available, unsatisfactory workshop services to consumers, performance in less experienced workshop employees, comparison of service prices that are too high so that consumers move to other workshops whose service prices are not too high, and consumers reach prices. Based on the background above, the researcher is interested in taking the title "The Effect of Service Quality on Consumer Satisfaction at the Saripul Motorcycle Workshop, Lesung Batu Village, Pagar Gunung District, Lahat Regency."

2. Research Methods

Research of this kind is quantitative in nature. Research with numerically expressed data that is statistically analysed is known as quantitative research. Method of Research Formula solving is one of the quantitative tools used in this research strategy. Based on the positivist philosophy, quantitative methods are research approaches that are used to analyse particular populations or samples. Sampling techniques are typically random and involve the collection of data using research instruments, quantitative analysis of that data, and statistical testing of established hypotheses. The Saripul motorcycle workshop in Lesung Batu village, Kec. Pagar Gunung, Lahat Regency, South Sumatra Province, Indonesia, was the site of this study. The population is a broad category made up of things or people with particular attributes and traits that academics have chosen to investigate and ultimately define. The consumers of Saripul motorcycle workshop, Lesung Batu village, Pagar Gunung District, and Lahat Regency consumers based on transactions that performed motor repairs between January 2023 and March 2023 comprise the population of this study. The sample is representative of the population's size and makeup. Based on information provided by the head of the Saripul motorcycle workshop in Lesung Batu village, Pagar Gunung District, Lahat Regency, and per the researcher's instructions, the sample for this study was selected using proportionate stratified random sampling, a technique that is employed when the population is homogeneous and is stratified proportionately.

This study uses interval data type data for its data. Each object with ordinal size properties plus one more property is assigned an interval number. To be more precise, the same distance in an interval measurement indicates the same separation from the attributes or features of the item under measurement. Numbers are used in quantitative research from the time of data collection to the interpretation and presentation of the findings. These numbers came from survey respondents, who were residents of Lesung Batu village, Pagar Gunung District, Lahat Regency, and patrons of the Saripul motorbike workshop. Next, sketch scenarios and occurrences, describe connections, test theories, formulate forecasts, and ascertain the significance and ramifications of an issue that has to be resolved. The data that the researchers gathered directly from the source. Direct observation, interviews with Edison Prima Printing management, and responses to questionnaires provided to customers of the Saripul motorcycle repair in Lesung Batu hamlet, Pagar Gunung District, Lahat

Regency, were the methods used to gather primary data. A secondary data source is one that provides information to the data collector indirectly, for as through other persons or written materials. The data collection approach is used to get the information and data required for this project. Researchers employ field research as a data collection approach. Direct fieldwork or contact with respondents is the method used in field research.

Research that is conducted utilising literature (literature) includes books, notes, and research papers written by earlier researchers. Instrument for Validity Testing The term validity, which describes the degree of measurement devices' accuracy in carrying out their functions, is the root of the word validity. If an instrument can accurately describe data from the variables under study and measure what is sought, it is considered valid. Validity is the ability of the measuring tool to accurately measure what should be measured in relation to the idea being measured. Because it varies depending on the circumstances and goal of the study, validity is not a universal concept. Instruments intended for one use will not always be appropriate for another. Comparing the value of the r count with the r table at a significance level of 5% of the degree of freedom ($df = n-2$) is how the validity test is carried out. Here, the number of samples is (n). The query or indicator is deemed legitimate if r counts $> r$ table, and vice versa.

Validity Formula :

$$r = \frac{n \sum xy - (\sum x) (\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2) (n \sum y^2 - (\sum y)^2)}}$$

Information:

- R : Correlation coefficient between variables X and Y
X : Independent variable (independent variable)
Y : Dependent variable (dependent variable)

The reliability test is a way to determine whether or not the measuring tools used in behavioural research are reliable, especially by looking at how consistently measurement results hold up over time in the event that the phenomenon being studied remains constant. The split-half approach, Kuder-Richardson 20, Kuder-Richardson 21, and Alpha Cronbach are a few of the dependability strategies that are frequently utilised in the internal consistency procedure. Reliability Equation:

$$r_n = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum ab^2}{ab^2} \right]$$

With an understanding of the impact of linked factors in the study, a straightforward linear regression approach will be used to test this research. Classical assumptions must be met by a basic regression model. Finding out if the resulting regression model can generate linear estimators that are not the best or the Best Linear Unbiased Estimators is the goal of the Classical Assumption Test. Since a normality test is used to determine the Best Linear unbiased estimator above, regression models require the application of classical assumptions. Determining the data distribution for study variables is the goal of the normalcy test. Data with a normal distribution are good data that are valuable for use in study. The Kolmogorov-Smirnov test can be used to determine whether the data are normal. The normalcy test's decision-making components are as follows:

- 1) The data is standard if the significance value is more significant than 0.05.
- 2) Conversely, if the significance value is less than 0.05, the data is not normally distributed.

See a plot graph that shows the relationship between the bound variable's residual (SRESID) and predicted value (ZPRED). Examining the existence or lack of specific inter-scatterplot (ZPRED) and (SRESID) charts might help identify heteroscedasticity. The studentized residual (actual y-prediction

y) is the x-axis, and the predicted y-axis is the y-axis. Heteroscedasticity does not arise if there is no discernible pattern and the dots are dispersed above and below 0 on the y-axis.

3. Results and Discussion

3.1 Test Instruments

1) Validity Test

Data obtained from a questionnaire should be tested for validity. The validity test is used to determine whether or not a questionnaire is valid. Things to note between the calculated and rtable values where the significant level used is 0.05 with $N = 82$. To determine the level of validity, statistical tests were carried out using SPSS Version 22. A questionnaire is considered valid if recalculated > rtable, rtable value with a significant level $\alpha = 0.05$ and $df = n-2$, i.e., $82-2 = 80$ of 0.220, along with the validity test results on each statement of each variable.

Table 1. Validity Test

Variable	Statement Item	$R_{\text{calculate}}$	R_{table}	Sig	Information
Quality of service (X)	X ₁	0,818	0,220	0,000	Valid
	X ₂	0,724	0,220	0,000	Valid
	X ₃	0,724	0,220	0,000	Valid
	X ₄	0,717	0,220	0,000	Valid
	X ₅	0,659	0,220	0,000	Valid
	X ₆	0,742	0,220	0,000	Valid
	X ₇	0,753	0,220	0,000	Valid
	X ₈	0,533	0,220	0,000	Valid
	X ₉	0,488	0,220	0,000	Valid
	X ₁₀	0,438	0,220	0,000	Valid
	X ₁₁	0,818	0,220	0,000	Valid
	X ₁₂	0,724	0,220	0,000	Valid
	X ₁₃	0,724	0,220	0,000	Valid
	X ₁₄	0,717	0,220	0,000	Valid
	X ₁₅	0,659	0,220	0,000	Valid
	X ₁₆	0,742	0,220	0,000	Valid
	X ₁₇	0,753	0,220	0,000	Valid
Customer Satisfaction	Y ₁	0,694	0,220	0,000	Valid
	Y ₂	0,709	0,220	0,000	Valid
	Y ₃	0,720	0,220	0,000	Valid
	Y ₄	0,719	0,220	0,000	Valid
	Y ₅	0,540	0,220	0,000	Valid
	Y ₆	0,723	0,220	0,000	Valid
	Y ₇	0,719	0,220	0,000	Valid
	Y ₈	0,568	0,220	0,000	Valid
	Y ₉	0,786	0,220	0,000	Valid

Y_{10}	0,686	0,220	0,000	Valid
Y_{11}	0,670	0,220	0,000	Valid
Y_{12}	0,725	0,220	0,000	Valid
Y_{13}	0,689	0,220	0,000	Valid

Source: Primary Data, processed with SPSS Program version 22, 2023

The table above shows that the validity test of the *Pearson Correlation* value or R count from each statement above is more excellent than *Rtable* (0.220) with a significant value of 0.05 from the total data of 82 respondents (value $Df = 80$), where $Df = n-2$. So the above statement regarding service quality indicators, namely Responsiveness, Reliability, Tangible, assurance, Empathy, and Serviceability, is valid. So, the above statements regarding consumer satisfaction indicators, namely recommendations, repurchases, suggestions/criticisms, and consumer immunity, are valid.

2) Reliability Test

Reliability tests are used to determine measuring instruments. In this study, reliability tests used *Croanbach's Alpha formula*. Croanbach's Alpha statistical test was used to measure reliability. A variable must be greater than 0.6. The following are the results of reliability tests on each statement of each variable.

Table 2. Reliability Test Results The Effect of Service Quality on Customer Satisfaction

No	Variable	<i>Croanbach's Alpha</i>	Information
1	The Effect of Service Quality	0,945	Reliable
2	Customer Satisfaction	0,931	Reliable

Source: Primary Data, processed with SPSS Program version 22, 2023

The table above shows that reliability tests show that all statements have *Croanbach's Alpha value* of more than 60% or 0.6, namely $0.945 = 94.5\%$ for the Service Quality variable and $0.931 = 93.1\%$ for the Customer Satisfaction variable. So, all statements are declared reliable.

3.2 Classical Assumption Test

1) Normality Test

The normality test is performed to test whether, in the regression model, the independent, dependent, or both have a standard or abnormal distribution. Regression results with an average *P-Plot* graph against the residual error of the regression model obtained have shown a regular graph pattern: points that spread not far from the regular line.

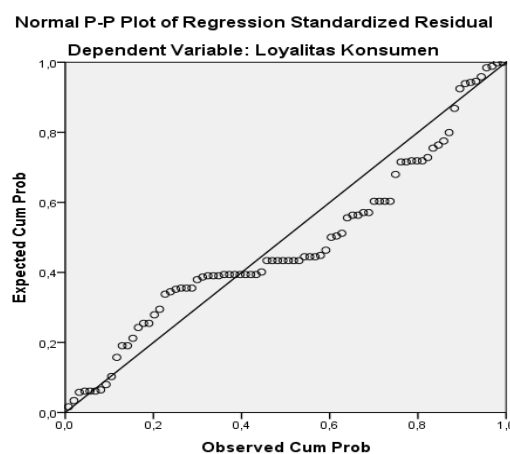


Figure 1. Normality Test Results

Source: Primary Data, processed with SPSS Program version 22,2023

The normality test results above show that all data are typically distributed. The data distribution is around diagonal lines, so the regression model meets the assumption of normality.

Tabel 3. One-Sample Kolmogorov-Smirnov Test Result

			Quality of Service	Customer Satisfaction
N			82	82
Normal	Mean		69,98	53,96
Parameters ^b	Std. Deviation		10,057	7,783
Most Extreme	Absolute		,091	,097
Differences	Positive		,068	,078
	Negative		-,091	-,097
Test Statistic			,091	,097
Asymp. Sig. (2-tailed)			,087 ^c	,056 ^c

a) Test distribution is Normal.

b) Calculated from data.

Decision:

If the sig > 0.05, then the data is usually distributed

If the sig < 0.05, then the data is abnormally distributed

From the normality test results data for service quality above, it is known that the significance of $0.087 > 0.05$, it is concluded that the residual value is usually distributed. Then, the normality test data for Consumer Satisfaction is known to be $0.056 > 0.05$, so it is concluded that the residual value is generally distributed.

2) Heteroscedasticity Test

See a plot graph that displays the residual (SRESID) and the expected value of the bound variable (ZPRED). By examining the existence or lack of specific inter-scatterplot (ZPRED) and (SRESID) charts, heteroscedasticity can be detected. The x-axis represents the studentized residual (actual y-prediction y), while the y-axis is the predicted y-axis. Heteroscedasticity does not arise if the dots are dispersed above and below 0 on the y-axis and there is no discernible pattern.

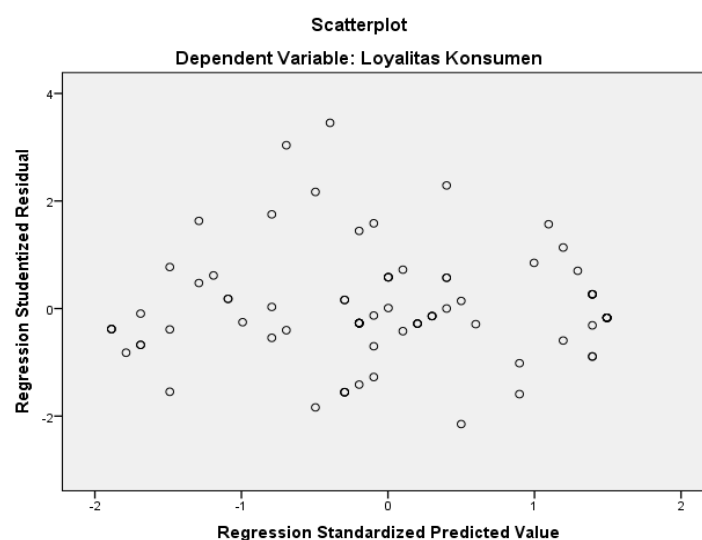


Figure 2. Heteroscedasticity Test

The picture above shows no clear pattern, and the point spreads above and below the number 0 so that *heteroscedasticity does not occur*.

3.3 Hypothesis Testing

1) Partial Test (t-Test)

The impact of the independent variable on the dependent variable can be explained as follows based on the table below:

Table 4. Test Results t
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,192	1,375		,867	,389
Kualitas Pelayanan	,754	,019	,974	38,781	,000

a) Dependent Variable: Kepuasan Konsumen

Based on the table, the significant service quality variables have a value of $0.00 < 0.05$, and the calculated service quality value is $38.781 > t_{table} = 1.664$. This indicates that H_a is accepted and H_0 is rejected, indicating a positive relationship between the dependent variable—customer satisfaction—and the variable measuring service quality.

2) Simultaneous Test (Test F)

This test is designed to find out if the model's independent variables collectively have an impact on the dependent variable that is being employed. This study's criteria for testing hypotheses are as follows:

- If the sig value < 0.05 , then H_a is accepted, and H_0 is rejected
- If tilapia sig > 0.05 , then H_a is rejected, and H_0 is accepted

Fcalculate test results in the ANOVA table below :

Table 5. F Test Results
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4659,058	1	4659,058	1503,942	,000 ^b
Residual	247,832	80	3,098		
Total	4906,890	81			

a) Dependent Variable: Kepuasan Konsumen

b) Predictors: (Constant), Kualitas Pelayanan

Using a significance level of 5% or 0.05, the value of F_{table} is displayed in the above table as follows: $Df_1 = 2-1 = 1$, $Df_2 = 82-1 = 81$. The findings of the data analysis above indicate that the F_{table} value of 3.96 appears $F_{calculate} > F_{table}$, which is $1503.942 > 3.96$ is acceptable. The significant value is $0.00 < 0.05$, meaning that H_a is accepted and H_0 is rejected based on these calculations. Thus, the Saripul Motor Workshop in Lesung Batu Village, Pagar Gunung District, Lahat Regency, has a significant impact on both service quality and customer satisfaction.

3.4 Determination Test (R2)

Table 6. Determination Coefficient Test Results (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974 ^a	,949	,949	1,760

Coefficient determination (R^2) measures the percentage of dependent variables that can be described by the independent variables present in the model. The calculation results for indigo R Square (R^2) with the help of SPSS Version 22 obtained a coefficient determination number $R^2 = 0.949$ or 94.9%. This means the ability of independent variables consisting of service quality variables that affect customer satisfaction consisting of indicators, responsiveness, reliability, tangible, assurance, empathy, and serviceability in explaining the dependent variable, namely customer satisfaction Saripul Motor Workshop, Lesung Batu Village, Pagar Gunung District, Lahat Regency. The remaining 0.949 ($100\% - 94.9\% = 5.1\%$) were influenced by other variables outside the model that were not studied in this study.

3.5 Simple Linear Regression Analysis

Decision-making in a simple linear regression exam can lead to two things, namely:

- 1) Comparing significant values with standard 0.05
 - a) If the sig value < 0.05 , variable X affects variable Y.
 - b) If the sig value > 0.05 , variable X does not affect variable Y.
- 2) Compare values t_{count} dengan t_{table}
 - a) If value $t_{count} > t_{table}$ then variable X affects variable Y
 - b) If value $t_{count} < t_{table}$, then variable X does not affect variable Y

Tabel 7. Hasil Uji Regresi Linier Sederhana
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,192	1,375		,867	,389
Quality of Service	,754	,019	,974	38,781	,000

a) Dependent Variable: kepuasan Konsumen

The sig value is determined using the preceding table as a basis. 0.000 denotes a GIS value less than 0.05. The quality of the services has a major impact on consumer satisfaction, it is decided. The following is an interpretation of a basic linear regression equation:

$$Y = a + bX$$

Firmness :

- Y : Variable depend
A : Constanta
B : Variable coefficient X
X : Independent variable
Y : $1.192 + 0.754X$

- 1) The indicators that impact customer satisfaction have a positive value of 1.192 when the service quality variable (X) is 0, since the constant value (a) = 1.192.
- 2) With $X = 1$, the factors that impact customer satisfaction are 2.192 ($1.192 + 1$).

The coefficient for variable X service quality is 0.754 and has a positive coefficient value. This can be interpreted that every addition of service quality variables will experience an increase in customer satisfaction at the Saripul Motor Workshop, Lesung Batu Village, Kec.Pagar Gunung Lahat Regency.

3.6 Correlation Technique

Table 8. Correlation Coefficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974 ^a	,949	,949	1,760

a) Predictors: (Constant), Kualitas Pelayanan

b) Dependent Variable: Kepuasan Konsumen

The degree of relationship between the two variables, x and y, is shown by the value of the correlation coefficient (R). With a magnitude of 0.974 for the correlation coefficient, which falls between 94.9 and 1,000, we can say that x and y are highly connected variables. A conversation that offers some specific information regarding the study's findings and the impact of one variable on another will be held in light of the analysis's findings. Customer satisfaction (Y) is the dependent variable in this study, whereas service quality (X) is the independent variable. Using the findings of the SPSS 22.0 analysis, a hypothesis test was conducted between independent and dependent variables. Additionally, the following will be discussed for each hypothesis: the relationship between customer happiness and service quality. A product may be made available for purchase, usage, consumption, notice, solicitation, or pursuit. The market is meeting the relevant market's wants and preferences. A high-quality product can yield more benefits than anticipated. This implies that raising the service quality variable will raise customer satisfaction. By doing this, customer happiness will rise and company goals will be met. The computed value of product quality was $38.781 > t_{table} = 1.664$, and the significant value of service quality variables was $0.000 < 0.05$, according to the study's t-test results. As a result, H_0 is rejected and H_a is accepted, indicating that customer happiness at the Saripul Motor Workshop in Lesung Batu Village, Pagar Gunung District, Lahat Regency, is positively impacted by the service quality variable. This suggests that the impact on customer satisfaction increases with the workshop's level of service excellence. Therefore, it can be said that there is a substantial relationship between customer satisfaction and service quality characteristics. Accordingly, the hypothesis is rejected for H_0 and supported for H_a .

4. Conclusion

In light of the results of the analysis, a discussion will be held that provides some detailed information about the study's conclusions and the influence of one variable on another. In this study, service quality (X) is the independent variable and customer happiness (Y) is the dependent variable. Between independent and dependent variables, a hypothesis test was performed using the results of the SPSS 22.0 analysis. For every hypothesis, the relationship between customer satisfaction and service quality will also be covered. A product could be offered for sale, to be used, consumed, noticed, requested, or pursued. The market is satisfying the needs and preferences of the relevant market. A superior product may provide greater advantages than expected. This suggests that increasing the variable for service quality will increase customer happiness. Customer satisfaction will increase and business objectives will be achieved by doing this. The study's t-test results showed that the significant value of the service quality variables was $0.000 < 0.05$, and the computed value of product quality was $38.781 > t_{table} = 1.664$. Therefore, it can be concluded that the service quality variable has a favorable impact on customer satisfaction at the Saripul Motor Workshop in Lesung Batu Village, Pagar Gunung District, Lahat Regency, and that H_0 is rejected and H_a is accepted. This implies that as the workshop's level of service excellence rises, so does the impact on customer happiness. Consequently, it can be concluded that there is a strong correlation between the qualities of high-quality services and client pleasure. As a result, the hypothesis is proven true for H_a and rejected for H_0 .

5. References

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